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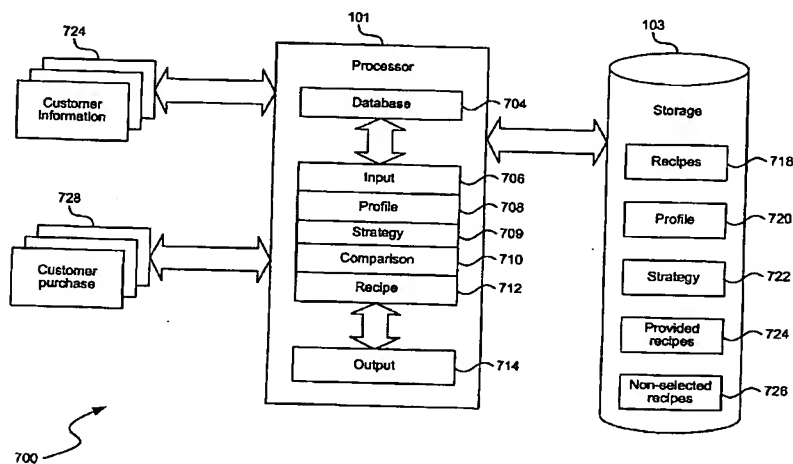
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(54) Title: **RECIPE GENERATING METHODS AND SYSTEMS**



(57) Abstract: The methods and systems for generating recipes are disclosed. One aspect of the invention is directed toward a method for generating a recipe that includes receiving a request for a recipe recommendation, collecting customer information, and providing a recipe based on the customer information, a defined promotional strategy, or relationship between the purchase of selected food items. Further aspects of the invention can include providing a list of food items related to the recipe, generating a store map with the location of food items, providing discount incentives for food items related to the recipe, and generating a shopping sequence for collecting food items related to the recipe.